



Theses goals are too vague	1
These seem to be appropriate.	1
These look fine on their face. Development, in my view, is at best intrusive and at worst makes an area ugly, noisy, and unpleasant to live in. Sterling's clean air and water, open spaces, and quiet are among its primary assets. Of course, one person's development is another person's progress, or vibrancy. Mostly, I'd like to see control over development and use of land remain with the town and its residents, not with people who do not live here, corporations who are not based here, and investors not accountable to people who live here.	1
These goals seem reasonable.	1
These goals make sense. In particular, Goal 1 - it is important to encourage economic growth, not just activity.	1
These are great goals.	1
The only way you achieve the 4th goal is to stop building homes in town	1
the goals are meaningless if the developers continue to hold sway over the town boards... experience that boards tell citizens to shut up and sit down during hearings while giving developers free reign indicates that nothing new will come from goals. goals on climate change are hogwash and dilute any importance of a master plan	1
The goals are good. I wonder if goal 4 should be reworded as "include effective land use and water resource regulations "	1
Sounds good	1
Sound good. I agree.	1
Re: Goal 1: WE LIKE THE HUMBLE TOWN CENTER. IT STILL REFLECTS HISTORY AND CHARM AS ANY NEW ENGLAND TOWN SHOULD. Goal 2: NOT ENOUGH HAS BEEN DONE TO PRESERVE STERLING LANDS Goal 3: ACCESSIBILITY AND TRANSPARENCY FACILITATE UNDERSTANDING PROCESSES. Goal 4: NO ONE LIKES "REGULATIONS". WE DON'T WANT DEVELOPMENT. BUILDING CODES SHOULD NOT BE ADJUSTED TO SUIT AN AGENDA. OUR CONTRIBUTION TO CLIMATE CHANGE ISN'T A PRIORITY FOR THIS TOWN. AND EDUCATION IS MORE EFFECTIVE THAN REGULATIONS.	1

Re #4--These are fine, but with expensive and larger than ever homes being built in Sterling and an aging population looking to downsize (to ranch-style or one level living homes --not condos!) of modest price, can something be added here to offer incentive/impetus to developers, and one for seniors who love and want to stay in town?	1
no comments about the mess that has become route 12 through sterling as to the future uses	1
No comment	1
My biggest concern is protecting Sterling's agriculture land to preserve the town's rural and scenic character.	1
more car free bike paths and rail trails	1
Minimize tax impacts	1
Looks good to me. Very succinct but inclusive.	1
looks good except for too many " ands", last sentence in goal 4	1
Lofty goals	1
Keep Sterling the way it is. Do not increase development or vibrancy. There are enough regulations and too much government overreach as it is.	1
It is hard to agree to the goals without understanding the implementation details.	1
In addition I believe we need some type of regulations that monitor how individuals maintain their property. For example restricting the keeping of unregistered vehicles, boats, campers and trailers on their land causing an eyesore for the rest of the neighborhood driving down property values.	1
I would love to see the goals achieved, especially want to see a more vibrant downtown.	1
I would like to see the scenic route of 140 from the Sterling Greenery into/ towards Princeton preserved. It's travelled heavily already with commuter traffic , but the route has remained a beautiful corridor for all that travel it. As we all know the Kristoffs are selling some land and it could affect the traffic as well as the beauty of this area of rolling hills and fall colors. Please work to preserve the wooded and fielded areas of this wonderful highway for the younger generations to enjoy!	1
I think there should be an explicit plan to provide some form of zoning that includes lower cost, lower income homes. Not everyone is a millionaire.	1

I think goal 4 should be Goal 4 and 5. Goal 4 - mitigating effects of climate change in new developments, but also please include that those regulations and codes will not supersede those that are necessary for the historic preservation of buildings and the character of Sterling (eg historic home windows, emissions from farming). Goal 5 should be it's own goal: Through a focus on mitigation measures in all new developments and planning, and through individual education and preparedness actions, the town will increase overall resilience for disaster preparedness, with the understanding that climate change is predicted to increase extreme weather events and disaster incidents.

I think Goal 1 and 4 need to be linked very closely. Sterling needs more businesses--not large big box stores but there is a tremendous void of small and medium sized businesses. The addition of Notown Goods is a good sign of what should come. Climate smart businesses need to be encouraged for Sterling to bring sustainable change. Goal 4 can't be isolated from green economic activity to just attempt to build resilience in a vacuum. The corridor for Goal 1 needs to extend from the town center to the schools, senior center, rec fields and park area. Right now, it is an eye sore with the DPW, earth removing businesses and a lack of viable businesses to stop in the town center. Why can't the DPW move to a commercial/industrial park and the town can allocate that site for new businesses? No one wants to drive on Rt. 12 and see sand piles. The neighborhood feel around the schools and senior center needs to be enhanced with sidewalks and more pedestrian and biking options.

I strongly urge that we add climate mitigation to include requirements for the Town's built assets: require more stringent NetZero targets for energy, along with requiring long-term costs that include maintenance & replacement costs for 40 or 50 years. Somehow, add language to require all new buildings and major renovations of older buildings to meet these requirements.

I like these 1

I like the goals but needs to address water problems 1

I like the goals as long as economic development doesn't supercede environmental goals and doesn't interfere with maintaining the rural and quaint character of the town. "Growth" must be very limited. Open spaces, preserved land, trees and natural habitats must be maintained. 1

I like goal 1 in particular. 1

I agree with these goals 1

I agree with and support these goal. 1

I agree with all these. 1



I agree with all four goals. I am an active cyclist (bicycles). There are many cyclists who ride through Sterling. I have often thought of a tagline "Sterling - Bicycle Friendly" or something like that. I would like to suggest putting up a kiosk or information board with a regional map, stores in town where they could stop to buy a drink, etc. Then maybe those cyclists come back to town to visit local businesses or restaurants.	1
I agree that protecting the rural character of Sterling is important. Climate change is also something I'm concerned about but I also worry about burdensome restrictions that could hinder or deter businesses growth.	1
History shows us that available farmland is eventually developed for housing purposes. There has been a steady decline in productive farmland in Sterling. If the Town is serious about staying connected with its agricultural heritage, strategies need to be developed to promote existing farmland. As generations pass, sometimes no one wants to maintain a farm. In that case it will pass by default to other purposes with a higher priority (housing).	1
Good, clear goals that provide a good balance between development and conservation.	1
Good goals.	1
Goals appear reasonable although I had hoped for stronger emphasis on protection of natural resources, especially groundwater.	1
Goal 4: Development incentives should require that the BARE MINIMUM of trees be removed, not only for the construction site, but for access roads, parking, etc. Roads built for the development of single family homes should remain private, for purposes of snow removal. The town incorporates private road maintenance at the expense of people who purchased a dwelling on private property. Where is the benefit to the budget? Goal 4: Drastically increase the number of solar collection "farms". Solar electricity will be the main option to achieve net zero emissions. Build the infrastructure for solar power now.	1
Goal 4: "Development incentives" sounds like an increase in building houses, which I do not think gels with Goal 1. "Regulations" and "codes" sound protective and forward thinking, but "incentives" sounds predatory.	1
Goal 4: Conserve Sterling land by stopping/limiting the mining and stripping of sterling land for stone, rock, etc.	1
Goal 4 should be axed: firstly, it sounds suspiciously like virtue signalling; secondly, we have serious problems in town with sourcing additional water supplies, staying solvent, maintaining our roads, etc.	1
Goal 1: There is a danger that an excess of economic activity along key transportation corridors can give those driving into the town a poor estimate of the character of the town. Very often, those who pass through town, see only the key transportation corridors.	1

Goal 1 * The SMLD (who do a GREAT job) property in the center of town would seem to be prime commercial / retail space. Would it be economically feasible to build a new facility elsewhere and use that space for economic development? Goal 2 * The climate has been changing since time and will continue. I would not spend a lot of resources on this.	1
Fine	1
Expand #2 - priority needs to be more than just support APR so that land is protected as farmland. Town needs to prioritize helping farms remain economically viable as part of this goal. Mention the support in their practices as a priority. Tractors drive down 140, neighbors need to deal with a smell when manure spreads, and people complain about this despite building a house next to a farm because the land looks pretty. The priority needs to be more than making our view look nice.	1
Do what can be done to protect the rural character and agriculture in the town while allowing for planned and desired growth that supports the future of the town.	1
Between protected watershed and Chapter land, Sterling has more protected land than any other town or city in the Commonwealth of Massachusetts. This land is unavailable for future growth and almost entirely removed from the tax roles. Enough is enough!!!! No more land set asides!!	1
Be careful with Goal #4 and don't get carried away by any radical views concerning climate change. Don't let us become like California with a bunch of crazy regulations that highly inconvenience citizens while giving little protection to the environment and atmosphere.	1
As a life-long Sterling resident, I concur with these goals. We need to foster sound economic growth, in conjunction with fostering development and maintenance of local agricultural resources, given the continuing and future impact of climate change.	1
An even more restrictive local bylaw for cluster development for former ag land may preserve more prime soils for future resiliency and needed future food growing.	1
All worthwhile and good goals.	1
All good!	1
All good goals. Goal4 is great. But nothing about supporting those who are less well off or supporting diversity	1
All goals sound good. I would love to see some zoning, rules, restrictions on the town center to include historical looking signs and buildings, new sidewalks, outdoor seating, etc.	1

Answered: 72 Skipped: 62

## Housing

- Please provide your feedback on the draft Goals under Housing.



## Response

Count

Why nothing specific regarding elder needs? What specific steps define the "Proactively strive..." component of Goal 4?	1
While we may have to adhere to state laws, every attempt must be made to preserve the rural aspect of the town.	1
While mixed housing is important Sterling sets itself apart as a quiet refuge away from busy apartment complexes and multifamily developments. This is the reason why Sterling is a desirable location. To develop more mixed housing may change that quaint rural quiet escape that residents love.	1
We think some rental/condo property would benefit the town as long as it was in areas currently with single family homes. We would be opposed to that.	1
Too much 40B!	1
these goals subtly imply a preference for townhouse style development which is great for developers but bad for Sterling, pushing us to become like Marlboro... The mark of urban planners is all over these; Sterling is a semi rural town not an urban city.	1
These goals seem reasonable	1
These also sound good. Housing equity is an important goal, as is limited development. Walkability in a commercial area is an asset, in contrast to (say) Water Tower Plaza in Leominster, which is the opposite.	1
Strong suggestion to include a provision for smaller homes using shared septic and water.	1
Stop adding so many new houses and not updating infrastructure accordingly! Much of the open land is now being built up - keep Sterling the small farm community it is!	1
Sterling definitely needs affordable housing. Especially for seniors.	1
same as first question	1
re:Goal 3 - Would like a provision for tasteful architectural designs not the normal cheap and ugly "developer" style	1
promote building starter homes that are priced for first time home owners and low income families. no more McMansions	1

Please make an area for affordable but well maintained housing for the town of Sterling, Small lots of 1/4 acre and that have cottage sized homes that are maintained by the town. Also include small apartments for upstarts and young adults so they can live here affordable, and hopefully fall in love with this town just like I did! Additionally please FIX the olde STERLING INN! What a senseless waste of such an iconic and beautiful building!	1
Please include an adaptive reuse bylaw for older properties	1
Please don't get carried away with building new homes of all kinds lest it detract from the rural vibe of Sterling which is a major reason I bought a home here.	1
No feedback.	1
no comment	1
New housing generates more in services requirements than it generates in property taxes, therefore we receive negative benefit. Pasture and farmland is already being cut up into housing lots (Justice Hill Road)! Chapter 40B is only good to by-pass local zoning/building codes. The "low-income housing" is not really affordable. We should do all we can to curtail new housing!	1
Needs to focus on expanded senior housing units	1
Need to limit commercial development in the federally protected historical district no condos, multifamily developments, commercial industrial development should be allowed here , Do not want to see a commercial strip like route 12 West Boylston and Route 12 to Leominster center Ruin the Character of Sterling	1
Looks good. I agree with all 5 goals	1
Looks fine... be nice if that happens	1
Look to create neighborhoods. Not houses on major streets.	1
Limit all advances of housing and commercial development. Add no new buildings downtown and along Rte 12. Do not clear any land for new development. Consider the currentl-existing affordable housing in town when calculating the 40B 10% requirement. It shouldn't require newly constructed housing to accomplish that requirement. "Mixed use" should include renovation of existing buildings for housing and/or a new non-chain restaurant (e.g. The Sterling Inn and other historic buildings)	1
like it	1

Keep open space open. Preserve rural character and support farming. I do not want low income housing allocation. I already see graffiti and tagging on buildings and bridges. Keep the city out of our beautiful peaceful rural town. Traffic is very bad. Holden needs it's own off ramp from route 190.	1
Increasing housing inventory sounds counter-productive to Goal 1. I would like to see Goal 2 and 3 focus on re-developing existing communities to turn them into walkable communities and renovating "town center" buildings to create cohesive residential combined with commercial structures. In other words, clearly encourage updating existing structures and spaces for a mix of housing opportunities, and discouraging clearing of woods/fields for new buildings. I support Goal 4, but can compliance in Goal 4 be achieved without new building?	1
If these apartments and condos are built close to the town center, it will encourage more people to walk to nearby services and fewer new roads will need to be built.	1
I would like to see the walkability of town improved. Specifically connecting downtown the new large sidewalk project that have been built in conjunction with the new rotaries. That was a large missed opportunity to not connect to down town when they were being built. Right now it seems the just lead to nowhere. I would personally utilize a connection, possibly daily.	1
I would like to see affordable housing in town. There are a lot of places out there, but it is very expensive. Low & affordable housing for those who work limited, part time hours are having a hard time finding a place to live.	1
I concur with these goals.	1
I am not sure that it applies but I do think there should be more and better quality elderly housing in town.	1
I am not in favor of Goal 3 and 4	1
I agree. The 2 acre lot minimum was a bad idea.	1
Help retirees be able to stay in their own homes rather than encourage new people of low income.	1
Great. Housing for Sterling elders will free up larger homes they don't need if they have community options.	1
GOOD.	1
Good	1

Goals 3 & 4 actively denigrate current property values and destroy our current communities. Our goals need to support our current communities. We need to preserve what has made our community what it is.	1
Goals 2 and 3 are higher priority	1
Goal 4: ENSURE, not strive, to comply with Mass General Laws Chapter 40B. If people choose to live in the town they grew up in, a lack of affordable housing should not push them out of Sterling. As residents' circumstances change, they should be able to stay in Sterling affordably. Downsizing should not require empty-nesters to buy in a less expensive town.	1
Goal 4 is also specious; the state picked that 10% number out of a hat.	1
Goal 3: multi residential units in so far as they fit the character of the town. Over 55 housing units detached or semi-attached so seniors can age in place in Sterling. Similar to Eagles Ridge in Lancaster.	1
Goal 3 * How will all this development in the center be sewerred?	1
Goal 3 suggested change to add - ....provided that all meet the historic character guidelines and restrictions of height of current other single family developments. I have major concern with large scale developments for housing and I really do not want to see them in the town center area, nor do I want to see single family homes or businesses torn down for large condo developments.	1
Goal 3 makes commercial activities in the town center sound like an afterthought. Separate housing and down-town commercial activities. Sterling center commercial activities should strive to be business friendly and make the center an attractive alternative for sterling residents to shop.	1
Goal 1: We need actual percentages for land associated with open space, agricultural land, historic features, housing, and businesses. As time goes by, "balance" can easily be interpreted to serve the needs of the moment.	1
Goal 1 - addresses serving all facets of the community. What about a housing goal that could change what the community of Sterling is? Right now, we have a lot of seniors in town. What housing goal can we set to encourage millennials to settle here? goal 3 - addresses housing mix in relation to town center. Why can't we have housing mix in other parts of Sterling?	1
Goal #1 should be priority with regards to the other 4 goals.	1
Goal # 5 should be goal #1	1
Goal # 4. Drop it!	1

Dislike the whole agenda. This town has a serious water issue and should not add more draining sources until this is fixed	1
Disagree with number 4. 40b allows developers to ram rod development into town with little oversight.	1
Current agricultural and forestry land should be preserved (protected) as such since once it is gone it cannot be converted back.	1
Bringing townhomes and apartment buildings into this town will directly contradict the previous statement on creating a more sustainable community. More housing creates more people, more people bring s cars and pollution. Stop the over development. preserve our land.	1
Also looks good	1
All of these goals are strong. For Goal 2 and Goal 3, their success hinges on making the town center attractive. Right now, it is not. It is a drive thru town center. The heavy trucks go thru the town center are unappealing. Does Sterling want to be a thoroughfare for commercial trucks? The crazy corners of Rt. 12 and Rt. 62 detracts from bringing housing interest to the town center. For walkable communities to thrive, the town center needs to offer a variety of goods and services. There is only one restaurant and one grocery store. The town should offer more incentives to fill the vacant spots. Goal 1 can co-exist with the other goals so that Sterling doesn't have to rely on its property taxes as its only real source of revenue. I would encourage the town to recognize that vast open spaces that are not forested are not realistic to maintain in today's world. If they don't hurt the environment, I propose the new housing should follow stricter environmental codes for construction.	1
All good. It would be good if the empty Sterling Inn, now an eyesore, could be repurposed to provide some of the low/moderate-income housing that is needed.	1
Agree. Would appreciate sidewalks downtown to be able to walk around easily with children.	1
Add measurable elements to these goals.	1
A selection of housing opportunities at affordable pricing would be great if the development(s) of such building(s) also complied with the town General By-Laws as not to let the Developer(s) slip through loopholes where it would affect abutting neighbors. This way it would not have to waste monies on legal council.	1
1: ONE FACET OF THE COMMUNITY MAY FEEL DIFFERENTLY THAN ANOTHER 2: NO DEVELOPMENTS 3:NO DEVELOPMENTS 4:TOO VAGUE 5:TOO VAGUE... EXACTLY WHAT ARE "THE TOWN'S HOUSING GOALS?"	1



Answered: 68 Skipped: 66

- **Please provide your feedback on the draft Goals under Economic Development.**



Would love to see a wider array of restaurant options and to grow and expand the Farmers' Market.	1
Would like more restaurants and boutique cafes etc nothing huge and commercial. But really preserving the small town feel and farmlands. I see it be like Harvard is would be nice.	1
Would be nice to attract some high tech companies to employ the youth. Recreational marijuana is a negative influence and should not be a Sterling business. Medical marijuana is fine.	1
Wondering if a sports center that had batting cages closest is Clinton), driving ranges (closest is Southborough & Lexington), bike & skate parks (small one closest is Leominster which is temporarily closed) and fitness center that boost a variety of classes such as zumba, yoga, meditation, indoor running track, indoor pool, etc... Inside the fitness center there could be other businesses that support such as a store that offered apparel, tanning, massage and healthy foods/drinks. There could be a store nearby for sporting equipment to support a wide variety such as baseball, football, etc.. along with bikes, skateboards, etc... Other than going to the orchards, there has to be something else for people to do.	1
Well managed economic development is a good idea, provided Sterling does not become 'littered' with strip malls and places of business that no longer reflect the pastoral climate of Sterling, MA.	1
very fine	1
To attract younger people one thing is important schools. I do not think that WRHS would be attractive to many. We also believe that the BOH cancelling this years Sterling Fair was not consistent with goal 2.	1
These goals sound reasonable.	1
These goals seem reasonable	1
These are sound goals. We should also provide planning assistance to our local businesses to develop the local economy to provide employment opportunities.	1
The kind of growth you describe here will destroy the character of Sterling except for a few packets that tourists can come to visit. I do not see the kind of growth you describe as essential.	1
That all sounds great. I'm looking forward to a refreshed downtown area that will be more visually appealing. The Sterling inn needs to be dealt with. All of that leaves to a great first impression that is so important.	1
support	1
Sterling should have an America's Cutest Baby Lamb Festival and Contest each spring.	1

Sterling is NEVER going to a focus for younger people Stop trying Make its goal for more established families. Keep Sterling rural	1
Some level and types of economic activity are important, so far as they improve residents' standard of living, but "growth" should not be used as cover for development by investors who have primarily fiscal interest. Growth for the sake of growth should not, in my view, be pursued. The wording of these goals strikes me as filled with unstated, and not necessarily justified, assumptions rooted in American capitalism and entrepreneurship, including that "growth" is always good, that "growth" is necessary, that nearby towns are "growing" so Sterling must as well (or else be "left behind"), that "growth" is a single measurable activity, and that "growth" improves the standard of living of residents.	1
Provide opportunities for visitors to the town through businesses that are consistent with the rural character of the community. The farms like Meadowbrook are good examples.	1
One way to attract the YOUNG is affordable housing including rentals.	1
ok	1
No Comment	1
need more info distributed to public on a regular basis so they can keep up with new goals and keep the ideas present...what about a public place to "blast" hot items of concern..a useful electronic sign at DPW??	1
My wife and I moved to Sterling in 2015. We're 35 and 36 y.o. with kids 5, 2, y.o. and third due in a couple weeks. Love Sterling for agriculture character. Keep in mind that as working remotely becomes more commonplace, many metro west and urban young families from Boston area could be attracted into Sterling.	1
Is it really in Sterlings best interest to be a destination for visitors? Why no statement about balancing the natural resources of Sterling with Economic development? What is wrong with being a bedroom community (primarily)?	1
If we wanted to be like "Ayer, Groton, Leominster, Lunenburg, and Worcester" we would move there. We chose Sterling because we like what it IS ! Younger people can live in Sterling because they couldn't afford to! Goal 3 is meaningless - just marketing garble.	1

If the town didn't look like a ghost town we might have more visitors. Downtown is depressing. The buildings and signage are very out of date. Install new sidewalks which the town was given funding for and we got painted lines on Boutelle Rd and pavement Downtown. Take a ride through the town of Clinton to see what updating looks like. I drive to Clinton's Central Park to walk my dog because I can't do it safely in the town I pay too much real estate taxes to. Also, do something about our DPW. They do absolutely nothing in this town. I drive the Sterling roads for my job and the condition of them is horrible. I've been driving over Kendall Hill Rd and Swett Hill Rd, amongst others, for 12 years for my job and absolutely nothing has been done! Kendall Hill where they ripped it up to do water work is horrendous. I just hope a student on my bus doesn't suffer a concussion because they slammed their head against the window due to the bus rocking back and forth on Kendall Hill.

I would LOVE ♥ to see a permanent FARMERS MARKET somewhere along route 12 after the DPW. Year long would be ideal, but from Spring to late Autumn would suffice. We should have a more local food market in town too- along the same route (12). Every supermarket (Hannaford, Stop&Shop, Market Basket) is at least 20 minutes out of town. This deficit in town can be burdensome for every all residents of every age group. Keep it small, but bring one here!

I think one of the reasons the town is aging is because older folks can afford more expensive housing. There aren't enough low priced homes in Sterling.

I do not want to see Sterling turn into Worcester, Ayer, Leominster or Lunenburg. If I wanted to live in the city, I would have moved there. More could be done for the elderly and I don't understand this narrative that younger is better and anyone 45 or older is cast aside and deemed irrelevant.

I do not mind driving to other towns for work or shopping. What I love about Sterling is the rural nature and no traffic. Commercial/ industrial development means more traffic. If that means higher taxes and no increase in traffic I am in.

I agree with all these goals.

I agree on focusing on getting more people into town wide functions. The pandemic really showed the great impact on how hard everyone works to prepare for the Sterling Fair every year. We have a bunch of farms in Sterling, perhaps an annual Apple or Pumpkin Fest.? I've seen town commons full of scarecrows that people made, what happened to ours that we used to make? People look for things to do in the Fall...let's bring them to Sterling for lots of fun.

I agree

How are the ind and comm districts "locked"?

Have the Sterling Inn developed as a stopping place for auto clubs, as it was in the past

Have any ideas been generated to satisfy these Economic Development Goals? Town lost a major bank presence which has been there for 3 decades. Town has no decent restaurants to speak of. They used to but things have moved in the wrong direction. To attract decent industry, Sterling needs places to feed folks at lunch. People have to go elsewhere to have a fine dining dinner experience. Sterling Inn is falling in on itself and perhaps a fish got off the line.	1
Goals could have referenced the need to proceed with the recommendations of the sewer feasibility study.	1
GOAL 4 is the most important of these. Might also help to put a new face on Sterling town area. Apple Market, Pizza joint and barber shop are all eyesores.	1
Goal 3 could use additional wording to safeguard against Sterling turning into a town-wide version of Chocksett Road with the ugly industrial (though useful) buildings, to make sure this goal isn't at odds with the prior "feel of the town" goals.	1
Goal 2: Develop tour routes available online and packages that include local farms, history and places of interest that make a worthwhile fun outing for visitors to enjoy and a reason to come to Sterling. Petersboro NH offers wonderful historical tours and afterwards there are multiple places to enjoy a meal afterwards and do boutique shopping. In Sterling this could be done together with the farms, downtown merchants and eateries and the historical society. These tours could be self driving/walking, guided, or a combo of both. Outsiders as well as residents can enjoy such an activity and a reason to explore our town.	1
Goal 2 * Do we really want to be more like Ayer, Groton, Leominster, Lunenburg and Worcester? I prefer Sterling as is to many of these communities. Goal 3 * Good idea.	1
Goal 1 should be shortened to reflect the desire to support new retail and commercial investment versus reducing the median age of residents which. Goal 4 could be replaced with "Provide local government services that encourages economic development". If Sterling government can cut the red tape for business startups, then that conversation will move forward as opposed to the current conversation which often refers to Sterling government as being unfriendly to business.	1
Goal 1 can be achieved by creating a vibrant downtown. Look to Hudson and Clinton for inspiration. Got to be honest, these goals are nebulous, specifically goal 4. Try to make them more concrete. Unless, or course you are intentionally creating a master plan that will be moth-balled.	1
Goal #2 should be Goal#1 if successful that would insure that Goal #1 as listed would happen	1
Get rid of the marijuana facility.	1
Generalized goals, but with lack of sewers and sky high land costs, cannot be attained	1

For Goal 1 to be achieved, the schools in Sterling need major improvements (as far as teachers and administrators go; they are currently subpar compared to other schools in the district).	1
For #2 how about a community ice rink ;)	1
Excellent	1
Enhance downtown to attract business	1
Encourage young people to remain on their family farms, by allowing them to use parts of their farm to grow and harvest Cannabis. In this region, Cannabis is an indoor crop, so the conventional farming will continue undisturbed. Until "buying local" becomes the norm, we need to help independent farms thrive. The unfortunate alternative is to sell off farmland parcels for more development.	1
Economic development is tied to having quality infrastructure. Effective, lower-cost package sewer systems are now available that would easily add a huge economic blessing for our downtown village.	1
Downtown needs places that invite people to stay and not just drop in and then leave, like a coffee shop/cafe.	1
Downtown has reached close to maximum development for activities that bring others into town. Are there other areas that could benefit from zoning, retail and commercial development actions to continue to build our tax base?	1
Dont cancel the sterling fair again. Might help with the draw here.	1
Do not want retail commercial development that will ruin the colonial charm of this gem of a town . Would like to see traffic bypassed around town center and make it pedestrian only.	1
Dining and Specialty shops (food and beverage) drive downtown activity. Sterling lacks existing space to accomplish this. However, promoting a real estate contractor to build commercial space to occupy these type of tenants would generate tax revenue and visitor activity to Sterling. Example - Hudson M A downtown.	1
confusing on what these are trying to solve	1
commercial and industrial development is good for Sterling but only in the right districts. goal one is a push for dense house development like townhouses, condos, etc. which Sterling does not need and should not have allowed.	1
bring back the bicycle race; promote other outside activities (fun runs for charity) and utilize the rail trails or make new paths connecting Sterling to other areas. Update and maintain trails in hiking conservation land	1

Better links to public transportation, such as to the commuter rails of Leominster and Worcester, would be a great help to these goals, particularly for younger populations that need to commute.	1
As part of the economic development, the 1835 building should be used to its utmost as a community center for pop-up art shows, music, dances, folk dancing, craft shows, instruction or talks/lectures in the arts or culture, etc. At this point no one seems to know even what the resources of that building are or the process to access them.	1
As a younger member of the Sterling community with a growing family, this area is particularly important to me. The shops popping up in downtown Sterling are great, but the area still needs some work. Would be nice to have a pharmacy in town along with a market and bakery. We usually have to drive 10-15 minutes out of town just to get groceries or pickup prescriptions.	1
Are "market clusters" a euphemism for economic agglomeration?	1
Appears lack of mid-range residential construction neighborhoods locked out young, new families who flocked to Holden & Rutland, as Sterling empty nesters (apparently) are not selling. The Houghton School has seen near 50% reduction in enrollment past 10-yr. Perhaps townhouses for empty nesters would free up housing for young families, but I'm reluctant to bet on that unless this is the trend seen at Redstone Hill townhouses.	1
Another strong set of goals is visible here. Sterling needs to be open to chains and corporate businesses. It needs to promote a mix of local, regional, national and perhaps, international businesses. The town's resisting corporate chains is silly. Creating incentives for a Starbucks store to come to Sterling shouldn't be viewed as evil. Young people need to goods and services and won't move to Sterling if they can't make it work. Sterling definitely needs to get younger. Goal 2 seems far off to impact the town center. But, yes, Sterling needs a town center like Groton's where it is seen as a destination--right now, it is not. Goal 3 is quite interesting but it is difficult to comment on since I don't know the details. Goal 4 is the weakest. I think there are enough conversations so a mix of new retail and commercial businesses needs to be encouraged and seen throughout the town with a focus on the town center. Please make the town center come ALIVE with beauty.	1
Agree with all. Perhaps my comment on the first page about Sterling being a Cyclist friendly town would be more appropriate here. The kiosk or information board could be placed either on the town green in front of First Church or behind the Fire Station with signs in town directing cyclists to it.	1
Again, remain focused on limiting "growth" to the extent that the town remains affordable, desirable and comfortable for its current residents. It should be self-sustaining. Be very careful to avoid a hustle and bustle atmosphere, limit vehicular traffic, maintain the town's quiet and quaint character. Don't build new housing to attract younger people, but rather allow current housing to attract young people as it becomes available. Invest in renovating existing housing and historic buildings. Improve road maintenance.	1

Answered: 72 Skipped: 62

## Natural Resources

- **Please provide your feedback on the draft Goals under Natural Resources.**



## Response

Count



You can start by stop adding water draining features to the town. We have been in water band for alm ost 10 years. It is time to find more water	1
Work with the DPW & Water Dept to find the best solution between locating additional wells near Still River or Weekepeke, including buying one of Clinton's water supply areas that they don't need becau se they have direct access to Wachusett Reservoir; interconnection with Leominster, etc., reviewing th e need for filtration equipment or water treatment operations to improve water quality to customers.	1
Wonderful. See about the water resource that is in Sterling but given to Clinton when they once neede d it.	1
What investigation of the possibility of reacquiring Clinton Water Works in Sterling has been undertak en for use in Sterling's future water needs?	1
We should also preserve and protect ecological habitats that aren't unique. Our native flora and fauna need them all, not just the unique ones. Going back to housing, check that your planned population gr owth is compatible with alleviating the future need for additional public wells.	1
Water should be at the forefront of NRM efforts so Goal 1 and 2 are appropriate. Linking with Goal 4 o n the first page about climate resilience, Sterling should consider additional tree planting and climate s mart interventions to reduce CO2 emissions. These activities can as simple as redoing the medians o r dividers at the intersection of Rt. 12 and Greenland Road. The pavement is crumbling. Instead of red oing it with more pavement, why not add bushes or some green like at the corner of Osgood/Beamo n? At the intersection of Rt. 140 and 190 near the ramps, there is a overwhelming sense of concrete. I s that what Sterling wants to present as part of its identity? Is this the right welcome or departure from Sterling? Goal 3 should have a wide scope of nature based solutions to attract visitors, reduce Sterlin g's carbon footprint and be more responsible and capable to address climate change. Couldn't the ne w parking lot at the post office use some green or trees? Isnt that high impact?	1
Very fine	1
Undergird the great work of the Sterling Municipal Electric Dept's projects with solar power! Keep all n atural ponds and streams pollution free by limiting real estate sales around them- and continue fundin g the DPW properly to help maintain their beauty with proper maintenance.	1
Thumbs up	1
These goals sound reasonable.	1
These goals seem reasonable - (green roofs? :-)	1

The Town should develop a third water well for future use, given the potential impact of climate change. Sterling should provide technical assistance if it intends to promote low Impact development (LID), such as permeable pavers, bioretention, and green roofs.	1
The lake is certainly one of the biggest resources. If it wasn't for the lake association this resource would not be what it is. For a while now there have been stories about improvements to the town beach. Little has been done in this direction.	1
Sterling needs to acquire the Wekepeke Aquifer and former town of Clinton water system by eminent domain, and develop this as a future water source.	1
Sound ideas that can be put in place	1
Re: Goal 3, very concerned about the food composting plan being put forth	1
Protect our water resources	1
Promoting and offering rain barrels, rain garden designs and stormwater runoff signage are great, interactive ways to inform the public.	1
Promote Sterling's natural resources to attract businesses	1
Preserving our town's natural resources is job one! Land with open spaces is not being made any more. It's under attack! I hope we have the good sense to maintain ours so that future generations will have them to enjoy as well!	1
Please find a way to reduce the necessity of water bans in town.	1
Please consider more natural "no mow" fields for municipal areas when possible.	1
our town seems to have an excessive amount of damage from beavers.	1
ok	1
no long range plan for sewage treatment	1
No comment	1
Natural resources must be protected. Water resources, passive recreation locations, and renewable energy solutions must be achieved.	1
More visuals to alert people that water issues are important...signs on Butterick frontage to update monthly usage? reminders of how to save, ask for ideas?	1

more housing needs more water.. the dream of goal 3 reversing this is simply unrealistic. the developers need to be accountable for the increased demand on water that they impose on the town. mandating conservation measures like in California would be more government overreach... be truthful, does your toilet really flush well? does your low flow showerhead really give you a good shower?	1
It's nice to say "implement effective strategies" but what are they?	1
It might also be worth looking into geothermal heating/cooling for public buildings.	1
Increase access to alternate power grid sources	1
In addition, investigate and activate a plan to keep open bodies of water healthy and prevent them from stagnation.	1
I really like #3	1
I like these goals.	1
I like the idea of being easy on the environmental impacts and preparing for climate change.	1
I don't want to see these beautiful open spaces turn into solar farms and wind farms.	1
I am pro landscape sprinklers throughout the town.	1
I agree.	1
I agree with these goals. Include more emphasis on personal contributions such as: Recycling, limiting use of non-biodegradable materials, composting, limiting energy and water usage, limiting energy loss from homes, using sustainable/renewable fuels, etc.	1
How do we balance the need to "reduce the demand for potable water" with economic development plans? Goal 1 is too general.	1
How about expansion of town water? Nat gas? Put the SMLD fiber program on steroids to get some competition to Comcast.	1
Hopefully these how's will be addressed when the town permits lot clearing and building along 140 and other areas intermingled with the towns waterways	1
Great, to the extent we're speaking primarily of preservation (not doing damage) rather than cleanup (damaging an area then "restoring" it, or worse, making empty promises to "restore" as Nestle did in 2005), of robust, clean, and inexpensive techniques rather than (say) unproven fads and gimmicks.	1

Goal 1: look at new wells so that runoff from business and traffic on route 12 does not contaminate current wells.	1
Goal 1: Even smaller areas of wetland need to be protected from toxic runoff. The DPW's use of wetlands to dispose of contaminated snow from the roads should be stopped. Wetland areas should all have protection from runoff, but the intentional use of wetlands to remove oversized snow banks should be dealt with. Goal 3: The Stillwater River has always been tame, and flooding is not usually a problem. Has the likelihood of worse conditions been addressed? In Connecticut, a similar river with no history of overrunning it's banks, was responsible for flooding homes that were believed to be safe. Climate change is worsening exponentially. Low lying areas adjacent to the Stillwater River should be reassessed. Mitigation factors should be considered.	1
Goal 1 & Goal 2 * Good ideas. Goal 3 * OK but wouldn't spend a lot of resource or time on this one.	1
Goals are reasonable but I had hoped that these might have referenced the growing responsibility placed on Board of Health to oversee Title 5 (septic system codes).	1
Don't "alleviate the future need for additional public wells"! Actively locate and develop new wells. Do not allow more housing/industrial development UNLESS we can provide more water. I have to let my lawn die while we allow developers to build housing for more water consumers.	1
Can we include language that speaks to wildlife habitats and ecosystem communities -particularly in light of revelations re extinctions, habitat loss, and the need to protect biodiversity?	1
All good goals that will have a low impact on increasing taxes.	1
all good	1
Agree with these goals.	1
agree as sated	1
Again, stop building homes in town which will alleviate pressure on twin water. Fix current broken well.	1
Again, agree with all	1
Add the word "practical" to goal 3. Natural based solutions are nice, but only if economically viable.	1
Acceptable	1
A+	1
1: GOOD 2: THE WATER RESTRICTIONS ARE EXCEEDINGLY STRINGENT ALREADY. THE WATER BAN HASN'T BEEN LIFTED IN 30 YEARS 3:GOOD	1

Answered: 63 Skipped: 71

Utilize the Old Town Hall as a museum that tells past history/heritage of Sterling with an art gallery where the local artists can display and/or sell their creations.	1
Thumbs up on these goals	1
These seem great.	1
These goals seem reasonable	1
These goals are great but should be accomplished using volunteers rather than hiring someone else.	1
These are the first goals that I can agree with.	1
these are good	1
The town center buildings should be regulated to look historic and be kept in good shape.	1
The Clinton Water Works - the Wekepeke hasn't been included and needs to be listed in order to obtain more funding for the protection of these resources. Strongly urge these to be listed as worthy of preservation.	1
support	1
Sterling's recreational fields for youth sports are lacking compared to surrounding towns. Sterling is the only town in the district that doesn't offer lights at their baseball fields.	1
Promote the work of the Local Cultural Council and the Sterling Arts Collaborative in bringing art and culture to Sterling, rather than having to go beyond our borders. Foster art, music and other cultural events at low/no cost to all ages and abilities.	1
Please keep the town center as close to its historical sensibilities as possible. Continue to fix and maintain historical homes (like the one at the split of route 12 and 62 right across from CSB) and FIX THE STERLING INN! Be involved with Honey Farms and other business on route 12 so they keep and maintain the towns quaint charm.	1
Perhaps a goal to include is enforcement of the Scenic Roads Bylaw.	1
Once we are out of the COVID restrictions, perhaps a town festival focused on the Mary's Little Lamb theme would work well. Or even a Butterick-themed festival.	1
Not a fan and could care less. I would like sterling inn destroyed and the space used for a new business	1
No thoughts on this.	1

no comments	1
No comment	1
Neutral	1
NC	1
Looks good.	1
I've never before heard of the Historic Preservation Plan and the Demolition Review Bylaw. How about the Sterling Inn? What an eyesore!	1
I'm all for enhancing Demolition Review Plan and Demolition -By-Neglect Bylaw. What does not add to the attraction of downtown Sterling are the vacant and dilapidated buildings. i.e The Sterling Inn.	1
I think local arts and community programming should be privately financed.	1
I support the establishment of a community reinvestment fund to help to preserve the historic features of the community.	1
I do not support a demolition delay. It would be nice if the town would adopt CPA and protect properties through that if necessary.	1
I agree. I would like to see support to make all of our older buildings, especially the Library more accessible to everyone.	1
I agree.	1
I agree with these goals. Don't demolish any historic buildings...renovate only. Maintain the history and character of the town. Add more signage and information kiosks that inform us of how various buildings and lands were used in the past, including the DCR land along the rail trail and around the lakes.	1
I agree	1
I concur.	1
How does this align with DCRs commitment to the land they own in sterling?	1
Help the 1835 Town Hall get open for public use. Make an annual calendar to schedule cultural events and keep them out in front for residents to be aware of what's coming up.. can't count on TV or paper to announce events..must use current media to reach younger population	1
Goals 3 needs some definite venue/space options, not just funding.	1

Get the owners to sell the sterling inn so that people who want to rehab it can and will.	1
Get rid of the old town hall. Create parking.	1
Fully agree!	1
For these goals to gain traction, the town center needs to be a vibrant destination. I dont see success for these goals without vast improvements to the town center. There is too much competition from surrounding town centers that are prettier with that typical New England charm.	1
Excellent.	1
Disused historical buildings are a boon to the arts community. Artists tend to revere the historical architecture, and strive to protect it's form and function. A community driven artist's studio collective, housed in a historic building serves many functions, including views of the interior, which allow the artist's to interact with our community. It might be wise for the town to acquire and update certain buildings to lease to entrepreneurs who would be bound by contract to preserve the property, while creating a business that serves the interest of the downtown area. I refer to the Harvard General Store, and a similar empty structure adjacent to the Sterling Town Hall.	1
Community preservation act is missing. No need for a Demolition by Neglect Bylaw- utilize existing contact with owners for remediation of problems	1
Along with our natural resources, our historic and cultural areas deserve and need our help and care for the betterment of all!	1
All are good. Hope that the former Sterling Inn can be restored and/or repurposed without demolition. It should be Sterling's "Wayside Inn" since Henry Ford took away Mary Sawyers schoolhouse!	1
Agree.	1
Agree with these goals.	1
Agree with all. I understand that the Senior Center is for Seniors. However if there could be a Community component to its use I believe that would make that facility more beneficial to all in town. I am a senior (67) but do not use the Center.	1
agree as stated	1
Agree	1
Absolutely, do not let history get cancelled.	1
A+	1



Answered: 60 Skipped: 74

## Open Space and Recreation

- **Please provide your feedback on the draft Goals under Open Space and Recreation.**

29/40

very good- #4 : work with DCR to have access for people with dogs and/or on bikes access to trails.	1
Utilize the zoning bylaws and other regulations to support open spaces. Establish trails that are connected and lead to areas of interest. Develop pocket parks along trails.	1
Town sports fields and facilities should have paved or well maintained parking, lights for play after dark, ample spectator seating, and trash.	1
To address goals 4 and 6, consider constructing a boardwalk on part of one of our beautiful town trails so that those using walkers and wheelchairs can better access nature. Perhaps this could be a Scout/Eagle Scout project in conjunction with appropriate trail stewards?	1
Thumbs up on all of these !	1
This is also part of economic development and transportation: there are bike trails being installed all over Massachusetts and we need to be coordinating extensions, possibly facilities, with regional groups so as to bring more trails through Sterling. This is quite popular in Europe as many people use bicycles instead of rental cars to travel between areas. This is coming to New England. Sterling needs to decide how to embrace this with more rigor than simply adding bike lanes to existing roads. We could be benefitting or missing this opportunity.	1
The facilities and mainly the field quality are lacking. Again, the only town in the district that doesn't offer lights for baseball games or tennis/pickle courts	1
The amount of open space has been greatly reduced since we first moved into town in 1978. The bridge on the rail trail has been neglected and this will be a problem in the future.	1
support	1
Sidewalks would be nice.	1
Re: Goal 2, don't get carried away with single purpose athletic fields, they take away open space for non athletes	1
Protect our natural resources.	1
Please start to include programming for the youngest citizens as we have for our seniors. We need a youth center as much as we need a senior center!	1
Please also consider fixing/replacing the sidewalks leading into and through downtown and make them more usable for disabled residents and visitors. People with canes, walkers, scooters, etc. cannot safely use some of the sidewalks which are in terrible shape.	1

open space needs to be real open space; swampland on a parcel or other unbuildable land shouldn't count as a developer's set aside open space athletic fields are not really open space, they are big unnatural lawns, expensive to maintain space that is unused most of the time....even a simple park is better as open space.	1
ok	1
No Comment	1
NC	1
More trails away from standing water would be amazing	1
More parks, even small pocket parks that provide an aesthetic but also a place to walk, sit and visit. At the least, landscaping at Memorial Park behind the fire station, and the town beach.	1
Might be more effective if examples of possible ways of achieving each goal were suggested.	1
Linking back to bringing in younger families, Goal 2 is imperative. More rec facilities are needed so that children can play with their friends. Sterling is known for its rec options so the option to have better rec facilities needs to high on the list. Goal 4 also resonates from this list. Biking, walking, hiking and other outdoor activities need to be promoted in this master plan. This will help Sterling become a destination. The town buying open space makes sense to me. For Goal 3, all needs to be considered to protect and enhance the future of Sterling so that it will have the funding to do what it needs to.	1
Just to note, walkability and bikeability are assets. The landscape of Sterling has good walking and biking potential, but the roads are neither pleasant for pedestrians nor safe for bikes, in my view as a driver. They're generally narrow and winding, so offer limited visibility, or else straight and clear and encourage speeding. Drivers generally travel faster than is safe, and some drivers will enter the oncoming lane without slowing in order to pass an obstacle, such as a turning car. I haven't myself dared to bike in Sterling, and the few times I've walked on a road were an experience of constant vigilance for speeding cars.	1
I'm glad to see the new playground approved for Houghton. I would love to see a playground installed at the town beach that could be utilized by the rec camp. The lack of basic sanitation at the ball fields this past spring was an embarrassment. No available toilets or porta potties.	1
I would love to see a goal of improving the town for dog owners - more trails and bodies of water that can be used by dogs.	1
I don't understand why we are told that we need more athletic field when our current fields are hardly ever used! Sounds like a scheduling issue. The rest of these goals don't seem to cost much to the town.	1

I agree.	1
I agree with these goals. I would love to see a large set of playground equipment at the East Wauchacum Beach. More walking trails would be fantastic.	1
I agree with these goals	1
Hope senior options are fleshed out. Cluster zoning for small home groupings , transportation options and walking, gardening, walking areas.	1
Good goals.	1
Goals 1-5 seem reasonable. Suggest a more results orientated Goal 6, such as: Goal 6: Identify and consider new approaches to improving the special considerations given for Sterling's seniors and residents benefitting from the Americans with Disabilities Act (ADA)	1
Goal 4: Make local trails more accessible. YES! Just found out about some local trails and I've lived here 10 years.	1
Goal 4 with locals trails, also would go well with the previous concepts of attracting visitors to Sterling if we can showcase our natural beauty of the trails with visitor friendly online resources to help them choose our trails.	1
Goal 2: Can a recreation building be a named part of the goal? We really need a building for storage, but also things like building a robust indoor rec league for a variety of sports (which calls back to the goal of attracting younger families). Goal 6: Don't make it a special consideration - use Universal Design principals to create inclusive spaces. Starting from the beginning with this in mind will allow all to participate right from the start (ex - everyone can use a ramp to gain access, so start with a ramp and have a special consideration for stairs later for the subset of the whole). This impacts all ages, not just seniors: Our playgrounds and parks should be inclusive for children with motor and social/language disabilities and differences, not an afterthought.	1
Goal 2 should be below considerations for seniors and ADA	1
Getting back to the "Sterling - A Bike Friendly Town" perhaps various routes for cyclists to start and finish at the Town Hall for instance. Then perhaps when the riders are done they would be more likely to visit an orchard or restaurant rather than just pass through and not return.	1

Everything here is a great start. I like the new sidewalks also. That was important for the safety of residents who walk a lot in the center of town. I would also like to see the ramps in the outer lot next to the library painted with stripes designating them as handicap assessable. Also, please, for safety sakes, please add a another One Way sign (or blinking sign) on Washacum so that people see that they can not exit out onto Main Street from Notown, the Rail Trail, or if they're traveling down from Newell Hill or Bird St. Someone is going to have a head on collision there (it's almost happened to me). Lastly, for a town with so many businesses, we don't have enough parking. The lot next to the library fills up quickly & that leaves street parking. Personally, I have a very hard time driving onto Main from Maple when cars are parked near the Brick & old Town Hall, & when they had seating in the street- forget it. That seemed dangerous to customers & drivers.	1
Enough about more playing fields for team sports. More fields for kids to play without the need for parents to control play	1
Encourage renovation of the buildings and landscape at the Town Beach thereby making them accessible to all ages and abilities. The sports field need a management plan that is funded in the Recreation Dept budget.	1
Don't allow so many land owners to "park" their land in Chapter 61 status. Any land in Recreational tax exemption should have to be made available to the public.	1
Curious how/if rail trail could be expanded?	1
Better markings for trails and enforcing the dogs on leash law.	1
Be more specific on goal 4 to specifically maintain and mark trails. The Allen Woods trail should serve as an example to replicate.	1
Any open spaces we can acquire and or set aside will always be assets to our town and to the lives of our residents and those in towns nearby!	1
Any dog/pet friendly recreation areas?	1
All good!	1
All good ideas.	1
Agree with all.	1
agree as stated	1
Agree	1

Answered: 60 Skipped: 74

YES	2
Agree	2
While these goals are good, what about recognizing the public facilities in town that are already meeting them? More support from the town government of the services already being offered is instrumental. Goal 6, again, is a necessity; our schools are not high performing and many Sterling residents send their children out of town to go to school. Thomas Prince is miles ahead of Chocksett and Houghton both in terms of academics and social emotional well-being.	1
We think the staffing especially in the town hall is over the top. We believe the roads are in horrible condition especially where they have been dug up and repaired in a less than adequate way some examples: Swett Hill, Kendall Hill . We think too much is invested in the schools, The amount of waste at Wachusetts Regional needs to be addressed	1
We need a swimming program for kids, free of charge for residences. An education center for our children and would have synergistic affects on the upcoming generations to stay in this wonderful town after they graduate (along w affordable starter homes) Many children need a safe quiet place to do homework, study - AND get tutoring in Math, LA , and the Sciences.	1
We already have our new senior center for help with the demented. How about more of a community center or video hangout (somewhere they can look at their phones together) for the youths.	1
very pleased with the prospect of getting fiberoptic internet service. also would like potential to connect to gas lines from the street. Invest in paying the school's teachers well- retain and attract those who inspire our youth. We don't always need new fancy stuff, but rather better ways of engaging minds with the material.	1
Very good; I would love to see some of our roads, that are filled with potholes and are chipped away at the edges, repaired.	1
Utilize a capital improvement plan that plots where and when key infrastructure is added and/or replaced. Everett	1
top of that list - get sidewalks in place. We need them badly around our schools, muddy pond playground, and the senior center. We need to build sidewalks to connect those buildings and places with the center of town.	1
These look great; investment in physical infrastructure is money well-spent. That said, there's likely to be wide variation of opinion on how best to achieve these goals in detail.	1
These Goals seem reasonable	1

The Fire Department isn't large enough for future growth, and I'm puzzled as to why this isn't listed. The Police Department needs an additional covered area for its vehicles. The DPW building is falling apart. We need to have a "fast response" team in order to obtain properties. We just lost a great building with 17 acres off of Chocksett Road - large enough for the DPW and expanded other uses. Purchasing the right building could save the town a huge amount of money.

Stop wasting money and stick to original plan and timelines such as the MASTER PLAN COMMITTEE that was ONLY suppose to be 1 1/2. That would be helpful. Also, not paying town employees OVERTIME example David Favreau. Then the Town can use THAT MONEY for key infrastructure, schools, etc...

Stop stupid spending. Cut the fire department. The fire chief is too wasteful and lies about needs. We are responding out of town yet footing the Bill. Privatize the DPW. They have limited capabilities. The roads are horrendous.

STERLING DOES NOT NEED A SIDEWALK MANDATE!!! sidewalks need curbs, and plowing mandates that leads to fines. Sterling is a semi rural town not a city. drop the climate change hogwash....

Sterling Dept. of public works is a Joke . The majority of the \$ are supporting their Fat Union Salaries and Benefits leaving little \$ to make improvements and spend on maintenance of the towns roads and infrastructure , Sterling could get more for their money by contracting the work out to private contractors!

Sounds good, #2 & 4 , roads can be a problem- esp with all the trucks school buses on narrow 10 foot roads

Schools, the library, electric department, public works, fire and police - these are the faces of the community and those who make everyone's lives better by the jobs they do. Over time, our roads have been well maintained and we have fewer power outages than in the past. The ice storm of over a decade ago left the town in a shambles. The hard work of repairing that damage has paid off ever since!

Roads need work!! ..get on with downtown renovations...people loose interest if you don't keep the activity on that plan showing some forward progress.



Replacing public facilities is expensive. Proceed with caution. Don't always go with low bidder - look what happened with the new addition to DPW - floor isn't even level! And "new" police station was infiltrated with gas from land fill. I agree with making existing roadways and sidewalks solid and safe. However, some of the recent plans to make roadways downtown and around schools to include bike lanes and new sidewalks encroach on private property which includes stone walls and landscaped property, thereby making non-conforming properties even more non-conforming! Many of the roads in proposed areas are so narrow that it is difficult for two pickup trucks to pass. Once large trucks use those roads, passenger vehicles have to pull into residents' driveway. Think through your plans - eg recent renovations at the library and bottom of Meetinghouse Hill have removed about 6 parking spaces! You can't attract people to downtown by removing parking spaces. Goal 5 is obscure.	1
re goal 6 ---review the regional school agreement and question if Sterling should consider other options	1
Our roads and sidewalks need attention before anything else.	1
Our crosswalks are in need of those solar powered crosswalk lights. People still speed through downtown Sterling, especially these dump trucks and tractor trailers. We also need more police presence in downtown, haven't seen them here in a while.	1
ok	1
No Comment	1
Need to focus on water	1
Making sure LAMB gets through the entire town is an excellent public resource, and the rest of these are also great goals.	1
Let's move Goal 6 up to the top in terms of priorities!	1
In general the roads and streets in Sterling are in poor shape. I understand (perhaps mistakenly) that our town usually has a large cash surplus available. Could that be used to help improve basic road/street condition?	1
If prior goal was to attract younger families, then goal 6 needs to be a higher priority.	1
I would love to see dementia programming, my mother has dementia and I would love to be able to bring her to planned activities. More sidewalks, please, please connect downtown and the new sidewalks on 12N by the rotaries.	1
I think the plan for high speed internet service for town residents is wonderful ! The Comcast monopoly can't be good for residents or businesses.	1

I read in the Clinton Item that a fire pit was to be installed in the park that's never used...seriously? Families are walking their children to school on Muddy Pond and Boutelle ...they need sidewalks to be safe...not a firepit	1
I like it!	1
I feel Goal 6 should be higher on the list. The children are our future and we should ensure we invest in these areas as much as possible.	1
I definitely feel we need more sidewalks and whenever the Town needs to repair a road, it'd be nice if they could find funding to enlarge the roadway to it's full width as opposed to a width that barely allows two cars to pass one another -- never mind what happens when there is a pedestrian in the roadway!	1
I agree.	1
I agree	1
How do you measure success?	1
How do we go about retaining Town employment at affordable salaries, without addressing housing costs? Maybe one of the reasons Sterlings average age is higher than average is because local housing costs have risen so dramatically, and the stock of smaller units to downsize into is limited? Where can one go to downsize if there is nowhere affordable to go?	1
How about pairing with adjacent Princeton to create joint opportunities, Together we only have 11K joint population and a huge land mass. Princeton is struggling with some of the same challenges and the "go it alone" mentality is not working well.	1
GREAT! Improved sidewalks are big for downtown and as many as can be developed though out the community. School quality is also high essential. Age and demential friendly is so wonderful to be a goal!	1
Good!	1
Good goals.	1
Goals 3, 4 and 6 cover what is necessary	1
Goal 3 seems like it will require highly skilled/trained people to run the programs and will the town be liable should the participants become injured by accident or come to harm by neglect by the workers	1
Goal 1, 2 & 3 * Good goals. Goal 4 Based upon water restrictions during record wet weather it appears we may have already over built our water distribution system.	1

Goal 1 and Goal 2 should be combined as plans for funding and future needs. Goal 3 can be incorporated with the Sterling Senior Center, however, public health and safety staffing and monitoring will be required and is expensive for dementia and other neurological patients.	1
Goal #4 Why isn't town septic listed as a goal?	1
For GOAL 2, the DPW needs to move off Rt. 12. It is prime real estate that the town should retain to attract new business and build the corridor between the town center and schools/senior center. The town should develop a commercial park off-site for the DPW. But, yes, the DPW needs to be forward thinking and engaged in different climate smart/low impact interventions. Public facility updating is linked to making the town attractive and yes, sidewalks, sidewalks and sidewalks for Sterling! Old ones need repairs and new sidewalks need to put in around the school, rec fields and nearby neighborhoods. PLEASE! Sterling is not a walkable town because there are not enough sidewalks and people drive too fast. Again, back to young families, school investment has to be a HIGH priority. Young families won't move here if the schools are not strong. School investment should be an anchor for Sterling.	1
Fix the roads! They are horrible.	1
Establish a dog park where dogs and owners can socialize & exercise. Identify and publicize one or two short walking trails that are suitable for accompanied dementia residents or elderly to experience basic exercise and enjoyment of the natural world. It is calming and healthful for everyone.	1
Enough with the climate change agenda! Roads are deteriorating due to increases in traffic. Holden should have its own off ramp from 190. I already pay enough taxes and don't have any kids, so..	1
Encourage Tony Cipro to retire.	1
Are there facilities within the schools that could be available for community events like arts and cultural and educational events?	1
All of these goals are important, since they are people oriented. Provide adequate care and consideration for all residents, of all ages and abilities.	1
All important	1
Agreed.	1
Agree with these goals.	1
agree as stated	1
Again with the sustainability and climate resilience? We have many more pressing needs in town.	1
Acceptable	1

1: WHAT FACILITIES??? 2: GOOD 3: EXCELLENT 4: FIX THE HORRIBLE PAVE OVERS FROM 2019 THAT LEFT UPPER BEAMAN ROAD PROPERTIES "STILL GETTING ROAD RUN OFF" EVERY RAIN. STOP HIRING THE LOWEST BIDDER. DO THE JOBS RIGHT. THE ROADS STILL HAVE NO CURBS. 6: WE CAN'T AFFORD ANY MORE TAXES FOR SCHOOLS.

#6 is key to attracting families to our area, which supports previous goals. 1

#3 "dementia friendly" sounds inappropriate. I'd rather hear about measures supportive of "cognitively impaired citizens and visitors". 1

#1- NO. No town buildings currently need to be replaced. #2-- This sounds like a partisan member of the DPW is on your committee... hmmm. For the foreseeable future, the DPW has sufficient assets. You mention NOTHING about the (adverse) role the Perkins quarry is now playing in the Town of Sterling. Too much noise, too much pollution ( check the green pool in the rear of the pit off Jewett Rd..! what is that?? Do you know?), too many large, dangerous, noisy, speeding 44 ton trucks through town. IMAGINE WHAT THE TOWN COULD DO WITH THAT LAND! #6-- This is unnecessary. WE already DO.

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Answered: 69 Skipped: 65